



### INVENTORSHIP DECLARATION BY JOINT INVENTORS

I HEREBY DECLARE THAT:

My residence, mailing address, and citizenship are stated next to my name in PART A hereof.

I believe I am the original, first, and joint inventor of the subject matter which is claimed and for which a patent is sought on the invention entitled

#### MANAGING CONTENT BASED ON REPUTATION

the specification of which:

- is attached hereto.
- was filed on August 22, 2003 as Application No. 10/646,341 and was amended on \_\_\_\_\_ (if applicable).

I have reviewed and understand the contents of the above-identified specification, including the claims, as amended by any amendment referred to above.

I acknowledge the duty to disclose information which is material to the examination of this application in accordance with 37 CFR §1.56, including, for continuation-in-part applications, material information which became available between the filing date of the prior application and the national or PCT international filing date of the continuation-in-part application.

I hereby claim priority benefits under 35 USC §119(a)-(d) or (f), §172, or §365(a)-(b) of any foreign or international application(s) for patent or inventor's certificate listed in PART B hereof and have also identified in PART B hereof any such foreign or international application having a filing date before that of the application of which priority is claimed.

I hereby declare that all statements made herein of my knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon. I understand that the execution of this document does not in itself establish an attorney-client relationship between the undersigned and Perkins Coie, LLP, or any of its attorneys.

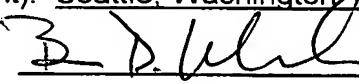
**INVENTORSHIP DECLARATION BY JOINT INVENTORS**

**PART A: INVENTOR INFORMATION AND SIGNATURE**

Full name of FIRST inventor: Brian David Marsh

Citizenship: US Mailing Address: 1200 12<sup>th</sup> Avenue South, Suite 1200  
Seattle, Washington 98144-2734

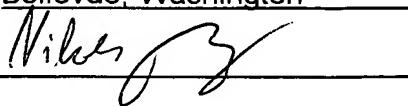
Residence (if different): Seattle, Washington

Inventor's Signature:  Date: 12.11.03

Full name of SECOND inventor: Nikolas Clemens Gloy

Citizenship: DE Mailing Address: 1200 12<sup>th</sup> Avenue South, Suite 1200  
Seattle, Washington 98144-2734

Residence (if different): Bellevue, Washington

Inventor's Signature:  Date: 12/11/03

**INVENTORSHIP DECLARATION BY JOINT INVENTORS**

**PART B: CLAIM TO PRIORITY OF FOREIGN APPLICATION(S) UNDER 35 U.S.C. § 119(a-d)  
and (f) § 172, or § 365(a)-(b)**

| Country | App. No. | Filing Date | Priority Not<br>Claimed  |
|---------|----------|-------------|--------------------------|
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PATENT

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

IN RE APPLICATION OF: BRIAN DAVID MARSH ET AL.

APPLICATION NO.: 10/646,341

FILED: AUGUST 22, 2003

FOR: MANAGING CONTENT BASED ON  
REPUTATION

ART UNIT: 3627

CONF. NO: 8340

Power of Attorney by Assignee and Certification  
Under 37 C.F.R. § 3.73(b)

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

I, the undersigned, acting on behalf of the Assignee of the entire right, title and interest in the above-identified patent application, by virtue of an Assignment filed concurrently herewith, appoint the attorneys and agents listed below to prosecute this application and transact all business with the U.S. Patent and Trademark Office in connection therewith. This appointment is to the exclusion of the inventor(s) and their attorney(s) and agent(s) in accordance with the provisions of 37 C.F.R. § 3.71.

All prior powers of attorney for this application are hereby revoked. The Assignee hereby appoints

STEPHEN E. ARNETT, Registration No. 47,392  
RODGER K. CARREYN, Registration No. 50,774  
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MAY Y. CHAN, Registration No. 51,053  
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all affiliated with Perkins Coie LLP.

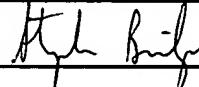
Direct all telephone calls to James A. D. White at (206) 359-8000. Address all correspondence to:

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Seattle, Washington 98111-1247  
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In accordance with 37 C.F.R. § 3.73(b), I hereby certify that I am empowered to act on behalf of the Assignee. To the best of my knowledge and belief, title is in the Assignee, as evidenced by the Assignment noted above.

I further declare that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Title 18, USC § 1001 and that such willful false statements may jeopardize the validity of this application or any patent resulting therefrom.

ASSIGNEE: Amazon.com, Inc.

Signature: 

Typed Name: Stephen C. Bishop

Title: Assistant Secretary

Date: 11 Dec 2003

Address: 1200 12<sup>th</sup> Avenue South, Suite 1200, Seattle, WA 98144-2734